

## WFLS-FM Quarterly Issues/Programming Report for July-September 2016

ISSUE	TITLE	DESCRIPTION	DATE	TIME
Local news	2 minute newscast	Newscasts containing localized news stories were broadcast 8 times M-F	Mon-Fri, January 1 through March 31	Every 30-minutes 5am-8:30am M-F
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guest John Wayne Lindsay of Care Advantage discuss the home healthcare business in this area.	7/3/2016	5 AM
Local Service Organization	"Business Link" 30-minute PA interview program	Host Don Watkins and guests Charlesetta Mells and Gretchen Rusden of Embrace Treatment Foster Care discuss the services and opportunities available for foster children and foster parents.	7/10/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guest Meloni Lyon of Bricks4Kids discuss a new recreation business for children.	7/17/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guest Brian Smelter of Flickos discuss his video transfer business.	7/24/2016	5 AM
Date:				

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ISSUE	TITLE	DESCRIPTION	DATE	TIME
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guests Mark Taylor, Spotsylvania County Administrator and Tom Rumora, Dir. of Economic Develp. and Tourism discuss Spotsylvania County business outlook.	7/31/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guests Chris Muldrow Jan Ekeert discuss commercial marketing techniques.	8/7/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guest Libby O'Mallery, executive director at The Foundry of Fredericksburg discuss the operation and services at the Foundry	8/14/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Tony and Vicky Beverley of Beverley's Ribinator BBQ discuss the food truck business.	8/21/2016	5 AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guest Marlene Jolliffe of the State Fair of VA discuss this year's fair and other events at Meadow Event Park	8/28/2016	5 AM
Date:				

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ISSUE	TITLE	DESCRIPTION	DATE	TIME
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guest Dave Mills of Story Collaborative discuss digital marketing methods.	9/4/2016	5AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guest John Wayne Linsay of Care Advantage discuss the home healthcare business.	9/11/2016	5AM
Local Service Organization	"Business Link" 30-minute PA interview program	Host Don Watkins and guests Whitney Watts, Director of Next Generation of Business Leaders and Adrian Silversmith, 2014 competition winner and owner of Sprelly, discuss the upcoming Made in FredVa competition.	9/18/2016	5AM
Local Small Business	"Business Link" 30-minute PA interview program	Host Don Watkins and guest Jeff Meier of Battlefield Country Store discuss the opening of his new store concept.	9/25/2016	5AM
Date:				

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Whitney Watts

**Address:** 8105 S Main St.

**Phone:** 540-846-4890

**City, State, Zip:** Bowling Green, VA 22427

**Age:** 12-17 18-45 46-65 over 65

**Ethnicity:** white

**Occupations, organizations, interests, and titles:**

VP Member Services ; Fredericksburg Regional Chamber

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** ADRIAN SILVERSMITH

**Address:** 920 CAROLINE ST

**Phone:** 540-445-0405

**City, State, Zip:** FIBURG, VA 22401

**Age:** 12-17 (18-45) 46-65 over 65

**Ethnicity:** caucasian

**Occupations, organizations, interests, and titles:**

FOUNDER, Sprelly... a gourmet PB+J deli counter  
crepes  
gourmet nut butters

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Jeffrey Meier

**Address:** 6150 Plank Rd

**Phone:** 540-412-1480

**City, State, Zip:** Fredericksburg VA 22407

**Age:** 12-17 18-45 46-65 over 65

**Ethnicity:**

**Occupations, organizations, interests, and titles:**

USAF ANG (Hazardous Material Airlift Inspector)

PEO Soldier (Program Manager - Consultant)

CEO / Future Owner - The Battlefield Country Store

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

1. Faith & Family

2. Offering a comfortable & friendly environment for all people with a focus on faith & family.

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** David Mills

**Address:** 2326 Plank R      **Phone:** 540-370-8630

**City, State, Zip:** FRED. VA 22401

**Age:** 12-17 18-45 46-65 over 65      **Ethnicity:** C

**Occupations, organizations, interests, and titles:** Founder Gray Collectables  
grandfather of 9,

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

community identity & 4 centers  
economic growth

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**                      **Job Title:**                      **date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** MARLENE Jolliffe

**Address:** PO Box 130, Doswell

**Phone:** 804-994-

**City, State, Zip:** VA, 23047

2802

**Age:** 12-17 18-45 46-65 over 65

**Ethnicity:** White

**Occupations, organizations, interests, and titles:**

VP of Operations Meadow Event Park

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

Trained Workforce

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**



COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX      LOCATION: Fredericksburg, Va.

Person Interviewed: *Mark B. Taylor*

Address: *P.O. Box 99*

Phone: *540-507-7010*

City, State, Zip: *Spotsylvania VA 22553*

Age: 12-17 18-45 46-65 over 65

Ethnicity:

Occupations, organizations, interests, and titles:

*County Administrator  
Virginia licensed attorney.*

What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?

*Community enhancement*

Interviewer: Shelly Bynum Job Title: Newscaster date:

OFFICE USE ONLY:

Reviewed by:

Job Title:

date:

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Tom Rumora

**Address:** 9019 Old Battlefield Blvd

**Phone:** 540-376-5913

**City, State, Zip:** Spotsylvania VA 22553

**Age:** 12-17 18-45 46-65 over 65

**Ethnicity:**

**Occupations, organizations, interests, and titles:**

Director of Economic Development & Tourism

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

Local government is responsive to business & resident priorities.

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Brian Smelter

**Address:** 1440 Plank Rd

**Phone:** 540-373-9933

**City, State, Zip:** Fredericksburg, VA 22401

**Age:** 12-17 18-45 46-65 over 65

**Ethnicity:** ~~White~~  
German/Irish

**Occupations, organizations, interests, and titles:**

Fischo's Video Services,  
Video Transfer & Editing  
Computers  
Sports

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

Traffic. Residents need a better flow of traffic  
in the Fredericksburg Area.

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

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**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Melani Lyon / Bricks 4 Kidz

**Address:** 4903 Plank Rd #109

**Phone:** 540-369-8185

**City, State, Zip:** Fredericksburg VA 22407

**Age:** 12-17 18-45 46-65 over 65

**Ethnicity:** ~~White~~

**Occupations, organizations, interests, and titles:**

Owner Bricks 4 Kidz Fredericksburg

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

Need / problem facing the community is the need to offer a variety of hands-on activities in order to keep children engaged and learning.

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

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**Job Title:**

**date:**

COMMUNITY LEADER ASCERTAINMENT SURVEY

Station: WFLS, WWUZ, WVBX, WNTX      LOCATION: Fredericksburg, Va.

Person Interviewed: Jonhane Lindsey

Address: 10653 Spotsylvania Ave

Phone: 703-436-4767

City, State, Zip: Fredericksburg, VA 22408

Age: 12-17 18-45 46-65 over 65

Ethnicity: W

Occupations, organizations, interests, and titles: Administrator, Case Advantage,  
Home Health Care, Personal In  
Home Care services

Interests: Costuming

Title: Administrator F'burg of care

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

There is a growing need for personal care services in the home that cannot be covered because there are not enough qualified care providers for the aging community. Because we work in the home we require the best people who are trust worthy and dependable & drug free, That is not always easy to recruit for

Interviewer: Shelly Bynum Job Title: Newscaster date:

**OFFICE USE ONLY:**

Reviewed by:

Job Title:

date:

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Charlesetta Mells

**Address:** 10705 Spotsylvania Ave

**Phone:** 540-628-8511

                 Suite 101  
**City, State, Zip:** 22408

**Age:** 12-17    18-45    46-65    over 65

**Ethnicity:** AA

**Occupations, organizations, interests, and titles:**

Embrace treatment foster care,  
Foster CARE Coordinator

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

We need people to become foster parents and provide secure, loving stable homes for Virginia's children

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

**OFFICE USE ONLY:**

**Reviewed by:**

**Job Title:**

**date:**

**COMMUNITY LEADER ASCERTAINMENT SURVEY**

**Station:** WFLS, WWUZ, WVBX, WNTX      **LOCATION:** Fredericksburg, Va.

**Person Interviewed:** Gretchen Rusden

**Address:** 10705 Spotsylvania Ave  
Suite 101

**Phone:** 540-613-5120

**City, State, Zip:** Fredericksburg, 22407

**Age:** 12-17 18-45 46-65 over 65

**Ethnicity:** white

**Occupations, organizations, interests, and titles:**

Recruitment Coordinator Embrace Treatment  
Foster Care

**What are the most important needs and problems facing your community? What are the major needs and problems facing your community as they concern your group or organization?**

There a ~~a~~ huge lack of foster homes in PD-16. Our agency turns away 8-10 children a week due to lack of homes.

**Interviewer:** Shelly Bynum **Job Title:** Newscaster **date:**

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**Reviewed by:**

**Job Title:**

**date:**

PSA Clients:

Wounded Warrior

March of Dimes

USAF

CDC – Center for Disease Control

NFB

Shriners Children's Hospital

St. Jude

Proud American Campaign (WNTX Only)

Fresh Air Fund

Eat Right.Org

Ad Council

LEUKEMIA LYMPHOMA SOCIETY

National Pharmacy Techs

National Guard

VAB Tourism

Dollar General Literacy Foundation

American Red Cross

Social Security.Gov

ItsOnUs.org

Make-A-Wish Foundation